



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
WASHINGTON, D.C. 20380-0001

IN REPLY REFER TO:

CMC-MW

10 Nov 92

WHITE LETTER NO. 17-92

From: Commandant of the Marine Corps
To: All General Officers
Commanding Officers
Officers in Charge

Subj: THE ROLE OF ENLISTED CLUBS IN IMPROVING THE QUALITY OF
LIFE FOR SINGLE SAILORS AND MARINES

1. Our enlisted clubs can play a very important role in improving the quality of life for single Marines and sailors. They can offer a wholesome, leisure time environment that can rival commercial nightclubs and bars.
2. Continuous activity is the common theme of successful commercial nightclubs and bars. This can be entertainment, videos, promotions, games, or amusement machines. Alcohol sales are not emphasized in these clubs. Food that appeals to young people and non-alcoholic beers and cocktails are offered and promoted.
3. I encourage you to determine the desires of the enlisted personnel through surveys, focus groups, and competitive analyses. The results can be used in changing the clubs to appeal to young people, such as sports bars, American pubs, and high energy nightclubs. Enlisted club advisory committees can also provide input in meeting the needs and desires of single Marines and sailors.
4. Technical assistance is available from the Morale, Welfare and Recreation Support Activity (MWRSPACT) in developing and changing club formats. This can include the development of surveys and interpretation of their results, interior design plans, operational changes, menu changes, entertainment programs, and marketing programs. Requests for assistance can be made directly to the MWRSPACT.
5. The nightclub and bar business is fast changing with new trends developing every few months. To stay current, I encourage you to send club management personnel to industry expositions and conferences.
6. Our clubs can have a positive impact. Through our combined efforts, we can make the Marine Corps installations a real home for our single Marines and sailors.


C. E. MUNDY, JR.